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Date: 3-17-05

By: Laurie A. Torres  
Laurie A. Torres



Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In Re: Patent Application of**

Conf. No.: 8882 : Group Art Unit: 2614  
Appln. No.: 09/712,790 : Examiner: Sheleheda, J.  
Filing Date: 11/14/2000 : Att'y. Docket No.: T721-10  
Title: Queue Based Advertising Scheduling and Sales

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or

- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
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- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

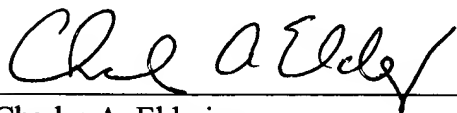
It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed.

☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.

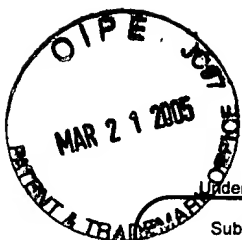
☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,



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Date: March 17, 2005



PTO/SB/08A (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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**Complete if Known**

Application Number	09/712,790
Filing Date	11/14/2000
First Named Inventor	Eldering, Charles
Art Unit	2614
Examiner Name	Sheleheda, J.
Attorney Docket Number	T721-10

Sheet 1 of 2

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
	AH	US- US4602279	07-22-1986	Freeman, Michael J.	
	AI	US- US5155591	10-13-1992	Wachob, David E.	
	AJ	US- US5231494	07-27-1993	Wachob, David E.	
	AK	US- US5271626	12-21-1993	Llenas, Montserrat H. et al.	
	AL	US- US5446919	08-29-1995	Wilkins, Jeff K.	
	AM	US- US5534911	07-09-1996	Levitan, Gutman	
	AN	US- US5555949	09-24-1996	Hendricks, John S. et al.	
	AO	US- US5585858	01-07-1997	Lett, David B. et al.	
	AP	US- US5652615	07/29/1997	Bryant, Stewart Frederick et al.	
	AQ	US- US5724091	03/03/1998	Freeman, Michael J. et al.	
	AR	US- US5790426	08/04/1998	Robinson, Gary B.	
	AS	US- US5861919	01/19/1999	Perkins, Michael et al.	
	AT	US- US5917830	06/29/1999	Chen, David et al.	
	AU	US- US5918014	06/29/1999	Robinson, Gary B.	
	AV	US- US5926205	07/20/1999	Krause, Edward A. et al.	
	AW	US- US6020883	02/01/2000	Herz, Frederick et al.	
	AX	US- US6144653	11/07/2000	Persson, Bengt et al.	
	AY	US- US6583825	06/24/2003	Yuen, Henry C. et al.	
	AZ	US- US6796555	09/28/2004	Blahut, Donald E.	

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				

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Sheet	2	of	2
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PTO/SB/08A (08-03)

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

**Complete if Known**

Application Number	09/712,790
Filing Date	11/14/2000
First Named Inventor	Eldering, Charles
Art Unit	2614
Examiner Name	Sheleheda, J.
Attorney Docket Number	T721-10

## U. S. PATENT DOCUMENTS

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## FOREIGN PATENT DOCUMENTS

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Examiner Signature		Date Considered	
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